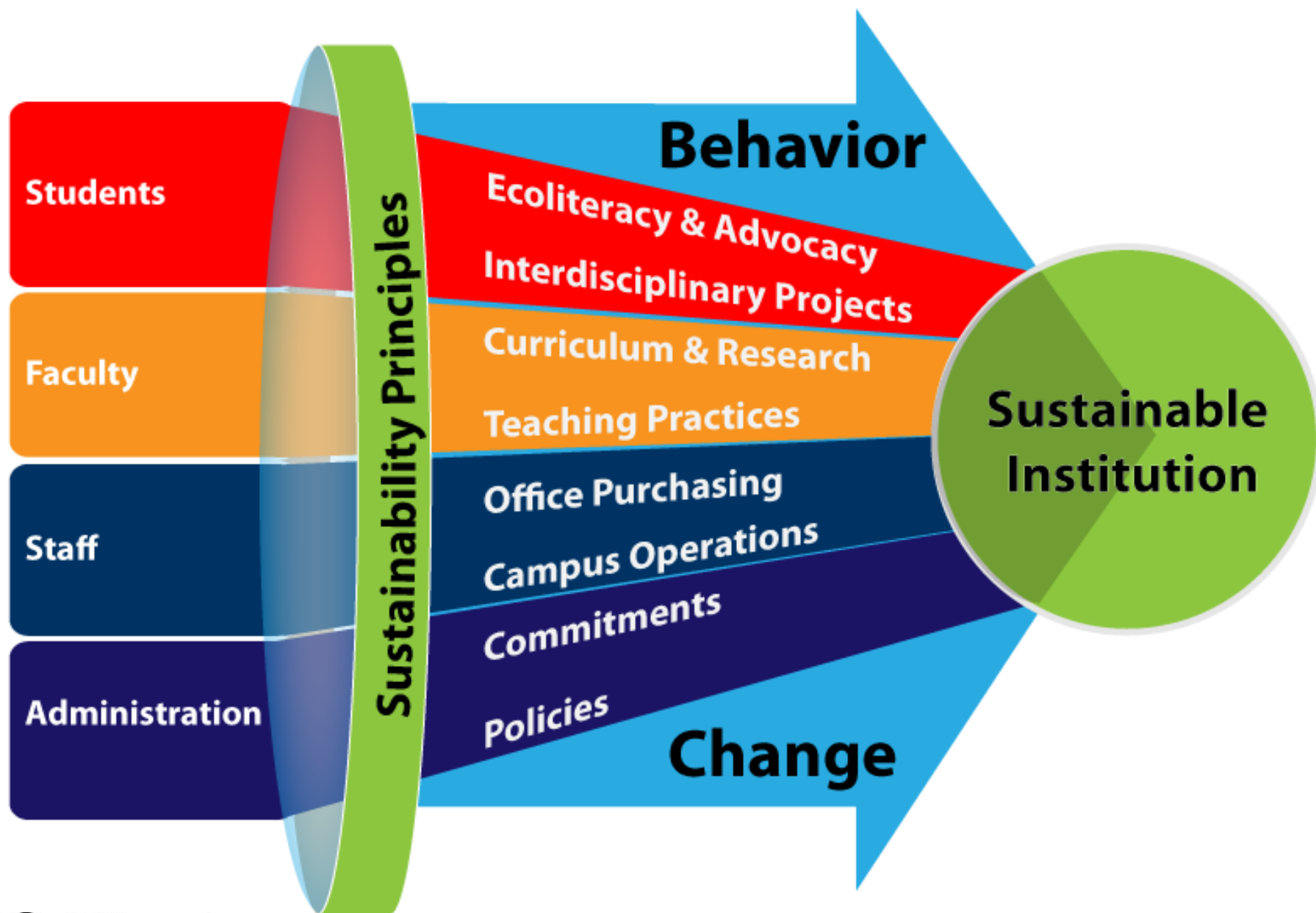


Creating a Sustainability Office Website

Observations After 2 Years at UIC

Dan Fredman
Office of Sustainability
University of Illinois at Chicago



Overview

- Set Your Goals
- Know Your Skills & Capacity
- Know Your Campus
- Leverage Available Resources
- Best Practices & Tips

Setting Goals: What is your site?

- Source for Information
 - Sustainability Success Stories
 - Discover Sustainability Research
 - Data/Reports: Recycling, Energy, Etc.
- Point of Connection/Learning
 - Sustainability Courses
 - Best Practices/How-To Guides
 - Discussion Boards/Blogs/Suggestions
 - Events/How to Get Involved

Know Your Skills & Capacity

- Have you ever designed a website before?
- Who can help you? Departments, Students, etc.
- What is your budget:
 - Should you hire a: designer, student, teacher?
- How much do you need to learn to run things?
- Content creation – **the most important piece**

Know Your Campus System

- What are the limits of your campus website:
 - Static or Dynamic Site?
- Branding requirements
 - Do you have a Content Management System?
 - Are there design standards?
 - Web Accessibility Standards
 - Mobile access
- Can you use outside services?

Current

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Events

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8/29 [Active Transportation Alliance's Boulevard Lakefront Tour](#)

8/30 [UIC International Resources Fair](#)

9/21 [Institute of Medicine \(IOM\)-UIC Midwest Conference on Diabetes & Obesity](#)

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[UIC dental students](#) receive valuable experience in managing a dental practice through volunteering at the dental clinic at Goldie's Place, a support center for homeless adults.



Giving at UIC
brilliant futures
THE CAMPAIGN FOR THE UNIVERSITY OF ILLINOIS AT CHICAGO

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UIC Office of Sustainability

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Number of students who live on campus continues to grow

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November 20

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November 19

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November 7

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EVENTS

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TUE November 30

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WED December 01

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Exercitation ullamco laboris



THU December 02

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WED December 01

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Links From
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↓ **Can this UIC graduate save the world?**
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FACULTY & STAFF

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UIC information for prospective students



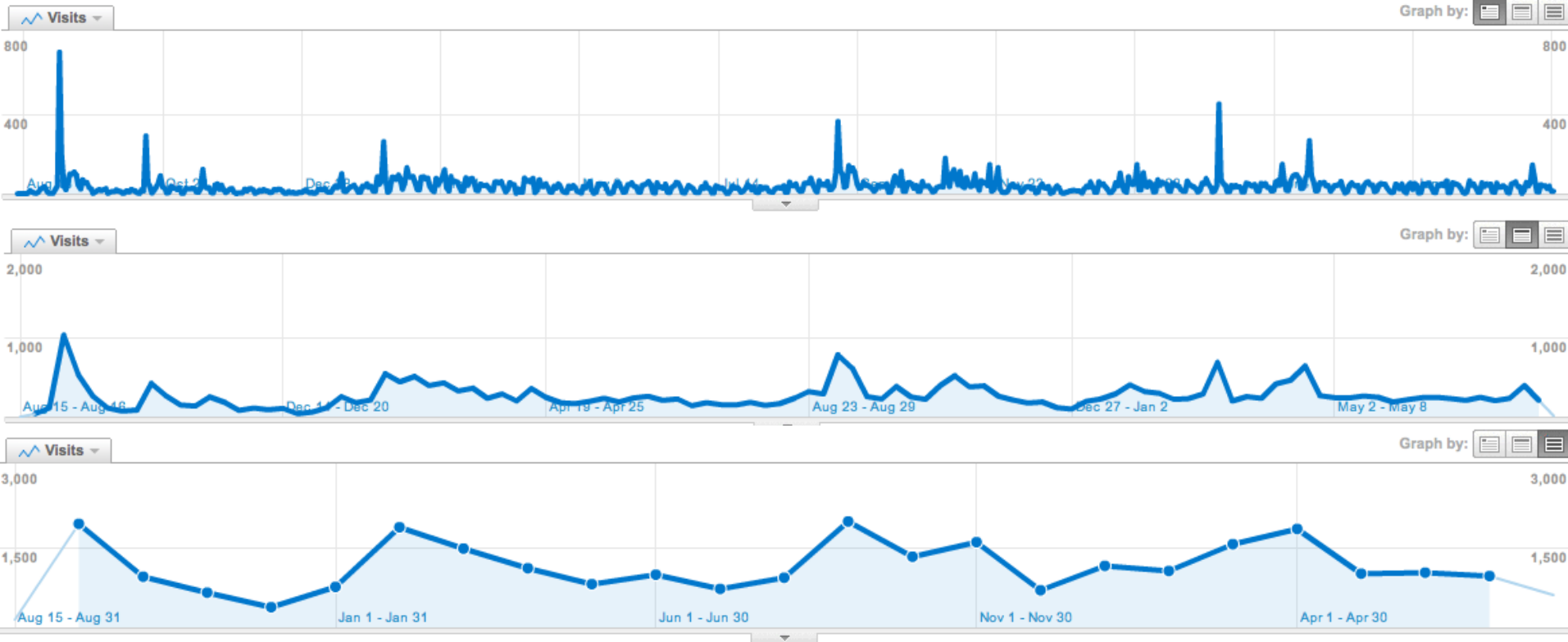
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Leverage Available Resources

- “Free” hosting & web services, e.g.:
 - Google
 - Calendar, Maps, Sites, **Analytics**, Moderator, Blogger
 - Twitter
 - Facebook
 - Blogging platforms/CMS
 - Drupal, Joomla, Wordpress, (Blogger)

Analytics



Search Engines	9,978.00 (35.80%)
Direct Traffic	9,805.00 (35.18%)
Referring Sites	8,085.00 (29.01%)
Other	6 (0.02%)

27,874	Visits
71,474	Pageviews
2.56	Pages/Visit
02:10	Avg. Time on Site
35.87%	% New Visits

Discussion/Sharing

- Where to start:
 - AASHE Resources
 - Look at your peers
- What works for you?